

How to write a powerful welcome email



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So you've crossed the first major hurdle of generating new leads—congrats! Now comes the next step: sending a welcome email. Sending a welcome email in Zap is a great way to introduce yourself and establish your credibility as an agent. There are plenty of welcome email templates to draw from, but there's nothing quite like writing your own.

Here are some guidelines to help get you started:

Introduce yourself

The welcome email is your opportunity to introduce yourself and set the tone for the rest of your relationship. Who are you? Establish your credibility as an agent, highlighting your experience and areas of expertise. Keep it professional, but feel free to add a touch of personality where you can. What's your hobby? Your secret skill? An email is no place for your life story, but it's nice to let your readers know that there's a person behind the email.

Offer value

Your readers receive hundreds of emails every week, from brands, products, and services. Don't get thrown out with the clutter—offer value from the start by personalizing your emails to the reader's need. Most email recipients unsubscribe to services for sending too many irrelevant emails. Give your leads information they want to hear, and if you are unsure of what they might need, ask! In the meantime, send them a link to a favorite blog post you've written.

Encourage further engagement

Your leads may not be prepared to engage right away, but it's important to open up their options. Take advantage of your email signature as a growth opportunity. In addition to your name, title, and contact info, you may want to include links to your website and social media platforms. These external links give your readers a space to find out more and, when they're ready, to connect. Save time by automating your signature in Zap's [email settings](#).

Check, and double check

There's nothing like a first impression. Make it count! Check for typos and grammatical errors before hitting send. Get another pair of eyes to make sure everything looks good to go.

What's next?

After introducing yourself, continue to nurture your new lead by putting them on a [Follow-up Plan](#). Let one email fall into the next and before you know it, you may find yourself with a longstanding contact.